SCARLET™
Video Network

Panasonic

BELLSOUTH®

Scientific Atlanta

Atlanta 1996

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Official Sponsors

So many events ... so little time. If only you could be at twenty places at once.

Now, for the first time in the history of the Olympic Games, *you can!*

Welcome to SCARLET–

the video distribution network brought to you by BellSouth, Panasonic and Scientific-Atlanta for the 1996 Olympic Games.

Panasonic

SCARLET connects journalists and Olympic officials with nearly every Olympic Games event, as it happens – even when you're miles away, and even as several events are taking place simultaneously.

Picture this:

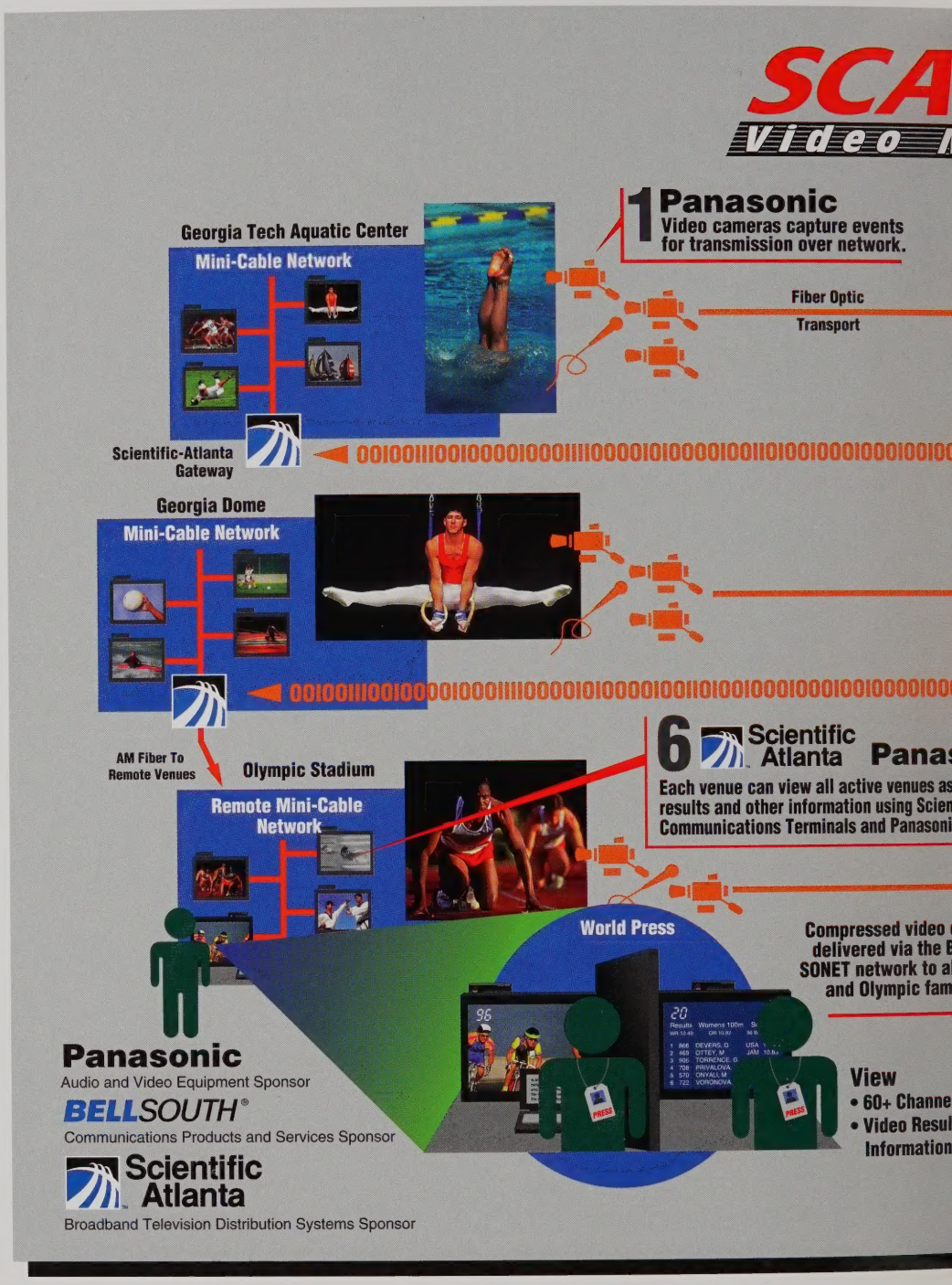
You're scheduled to cover the women's 5,000-meter finals at Olympic Stadium. As you're preparing your notes, you glance up at your SCARLET Video Network monitor to catch the rowing finals in progress at Lake Lanier. With a click of a button, you zip to the volleyball preliminaries in progress at the Omni. Then you queue up the Press Data System for the latest results in the archery competition. Turning back to the 5,000-meter event at hand, you focus on the starting line as the contenders stand ready – muscles coiled - waiting anxiously for the crack of the starter's gun.

You've got the story line on four events – and you haven't even left your seat!

Not only will SCARLET make your jobs as Olympic Games journalists easier, it will make your coverage better. The beauty of this video distribution network is that it places you in the center of the action for every Olympic event – even when you can't be there in person. In the time it takes to cover one story, you've covered several. The result – better stories with more accurate and timely reporting –and more effective use of your limited time.

Three key technology sponsors –

Scientific-Atlanta, BellSouth and Panasonic– have teamed up to provide this Olympic



Games "first" to reporters and officials. This special, digital video distribution network, shown only at venues, press centers and other Olympic locations, is unique to the 1996 Olympic Games.

For the first time, members of the Olympic Family – including thousands of reporters, broadcasters and officials – can capture every gold medal and world record as it happens. This unique video network is

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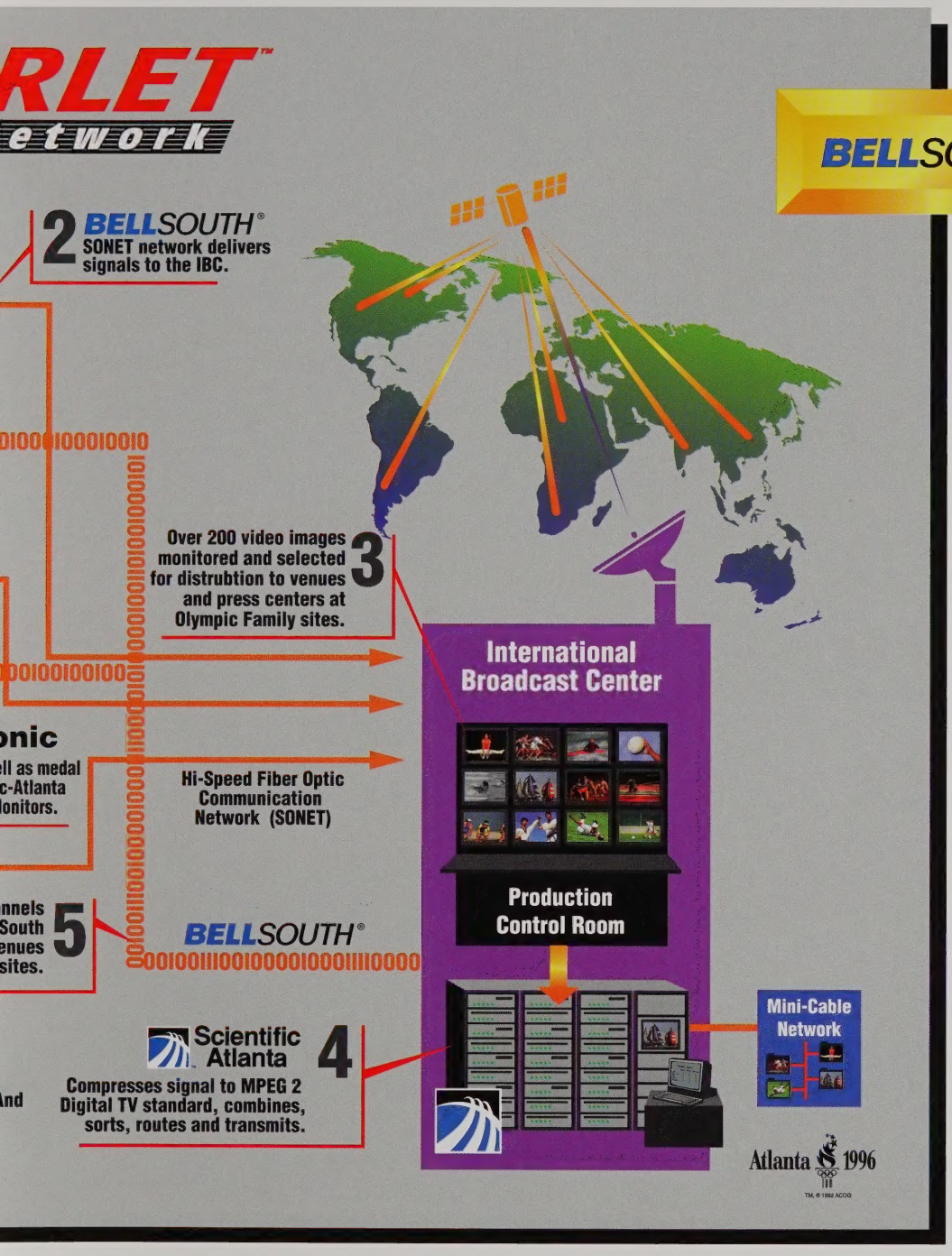
designed specifically to meet the unprecedented requirements of the 1996 Centennial Olympic Games. SCARLET will keep the Olympic Family at the heart of the action – from beginning to end.



Here's how SCARLET works:

It all starts with the sport. More than 200 state-of-the-art Panasonic cameras at 40 venues are positioned to capture the thrills of Olympic Games performance. Over a thousand Panasonic digital video tape recorders stand by to capture every image. As each camera records the action, BellSouth's Network (Synchronous Optical NETwork, or SONET) transmits digital video images to the International Broadcast Center (IBC), the television nerve center of the Olympic Games.

From the IBC, Olympic Games officials select, edit and distribute images from all venues using the unique capabilities of Panasonic's broadcast system. Scientific-Atlanta's digital electronic equipment then sorts, compresses, and transmits 48 video channels and up to 100 data channels. These images are then transported over BellSouth's SONET network to 10,000 Panasonic television monitors at 40 sports, media and hospitality venues.

BellSouth is providing the multi-lane expressway – the digital, fiber optic, telecommunications technology – that will transport live, video images over SCARLET's network. Like any dedicated Olympian, BellSouth has been preparing for years to showcase the most advanced telecommunications system in the world.

Scientific-Atlanta is providing the equipment that will serve as SCARLET's electronic network controller. More than 6,000 Scientific-Atlanta Home Communications Terminals and other broadband video equipment will transform the digital signals into data channels and video images of Olympic Games competition. This digital technology enables SCARLET to flex her muscles – providing hundreds of channels of video signals free of noise and distortion.

Known worldwide for its quality and reliability, Panasonic is truly a world-class teammate. Panasonic's broadcast cameras start the action by capturing Olympic Games images at each venue. Panasonic completes the picture with thousands of high resolution television monitors – in essence, the windows to the world of 1996 Olympic Games competition.

This convergence of modern technologies will place the entire spectrum of Olympic Games events "at your fingertips." Reflecting the essence of the Olympic spirit, these three companies are teaming together by combining technologies to truly reflect the motto of the Olympic Games – faster, higher, stronger.

Panasonic, Scientific–Atlanta and BellSouth are proud to bring you SCARLET – a service we know you will truly value as you experience and report on the 1996 Centennial Olympic Games. We extend our warmest greetings to you during your stay in Atlanta, and we are confident you will remember SCARLET's performance as a perfect "10."

SCARLET at a Glance

A digital video cable TV network developed specifically for the 1996 Atlanta Olympic Games that distributes video and data from all televised Olympic Games events to:

- Venues
- Press Centers
- Official Olympic Family Sites

SCARLET will allow journalists and others to view all televised Olympic Games action and get up-to-the-minute medal and competition results. The system provides full video coverage of 26 sports venues and up to 100 press data channels.

With this capability to cover virtually all Olympic Games events at one location, SCARLET is destined to become one of the most productive news gathering tools ever developed for any Olympic Games.

For More Information on the SCARLET Digital Video Distribution System Contact:

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